

FIG. 1

200

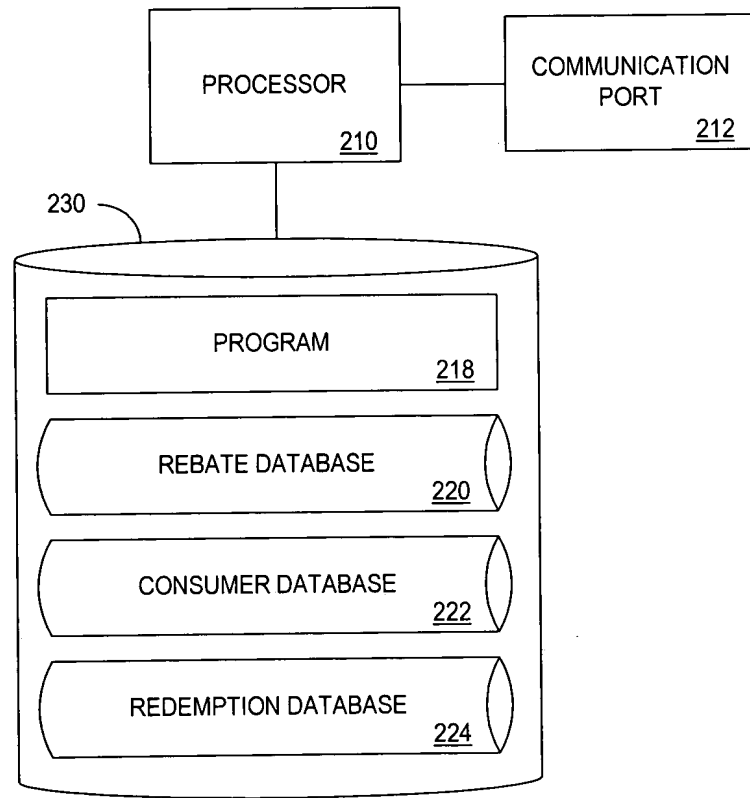


FIG. 2

300

PRODUCT IDENTIFIER 302	PRODUCT MANUFACTURER IDENTIFIER 304	PRODUCT DESCRIPTION 306	PRODUCT PRICE 308	MANUFACTURER REBATE AMOUNT 310	POS REBATE TERM(S) 312	CONDITION(S) 314
1234-5678	ELECTRO	STEREO SYSTEM	\$499.99	\$50.00	80% OF MAIL-IN REBATE AMOUNT	RETAILER CREDIT; EXPIRES 6-1-99
9876-5432	MEDICINECO	1500 PAIN RELIEVERS	\$14.99	\$2.00	\$2.00	PROVIDED AT POS; SURRENDER MAIL-IN REBATE AT POS
1357-2468	AUDIOWAVE	HOME SPEAKERS	\$249.99	\$25.00	\$20.00 CREDIT	VALID ONLY FOR AUDIOWAVE PURCHASES
ABCDEF	AUDIOWAVE	SPEAKER WIRE	\$49.99	\$5.00	100% OF MAIL-IN REBATE AMOUNT	MUST SURRENDER MAIL-IN REBATE
FEDCBA	COMPUTERCO	MOUSE	\$29.99	\$3.00	\$2.00	MUST REGISTER POS REBATE

FIG. 3

400 →

CONSUMER IDENTIFIER 402	CONSUMER NAME 404	CONSUMER PHONE NUMBER 406	CONSUMER E-MAIL ADDRESS 408	CONSUMER STATISTIC(S)			POS REBATE ACCOUNT VALUE 418
				AVERAGE MONTHLY SPENDING 412	FREQUENCY OF VISITS 414	REDEMPTION CHARACTERISTIC(S) 416	
111-222-333	RICK RIVARD	(123) 555-1111	RICK@ST.COM	\$212.03	1/MO	100%	\$0.00
222-333-444	RICHARD SANCHEZ	(345) 765-4321	RSANCH@DRUM.COM	\$53.60	2/MO	75%	\$15.00
333-444-555	KEVIN KENNEY	(765) 769-0754	KEVIN@NET.COM	---	---	--	20% OFF COUPON

FIG. 4

500 →

OFFER IDENTIFIER 502	CONSUMER IDENTIFIER 504	PRODUCT IDENTIFIER 505	ISSUING RETAILER 506	TERM(S) 508	CONDITION(S) 510	ISSUE DATE 512	REDEMPTION DATE 514
11-22-33	111-222-333	1234-5678	ELECTRO	\$40.00	RETAILER CREDIT; EXPIRES 6-1-99	1-1-99	5-1-99
22-33-44	222-333-444	9876-5432	MEDICINECO	\$2.00	CREDIT AT POS; SURRENDER MAIL-IN REBATE AT POS	2-1-99	2-1-99
33-44-55	333-444-555	1357-2468	AUDIOWAVE	\$20.00	VALID ONLY FOR AUDIOWAVE PURCHASES	2-3-99	—
66-55-44	4444-1111- 2222-3333	XYZ-ABCD	COMPUTERCO	50% OFF	MUST LOG-IN TO COMPUTERCO SITE TO REDEEM; VALID ONLY FOR COMPUTERCO PRODUCTS	2-5-99	—

FIG. 5

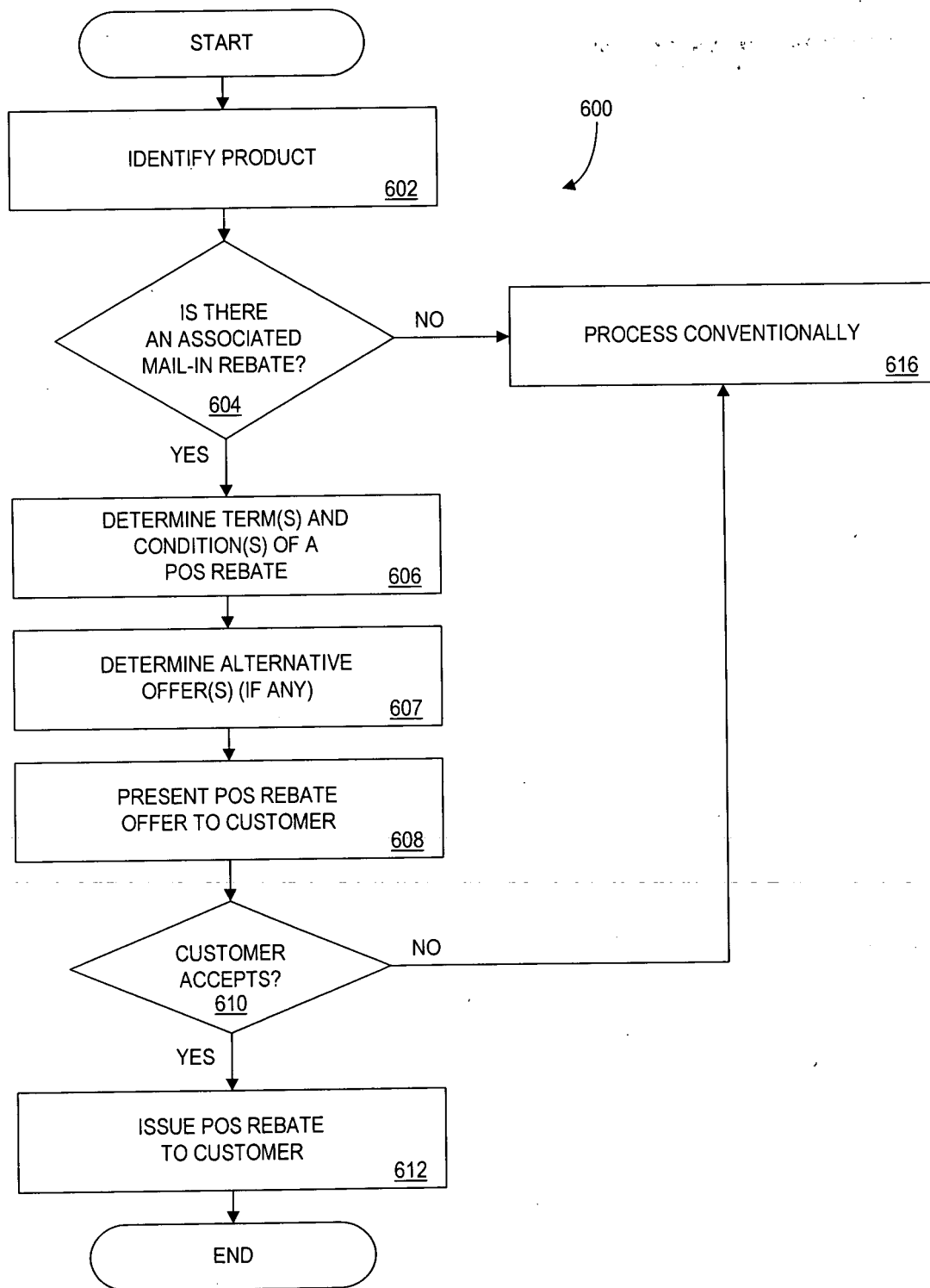


FIG. 6

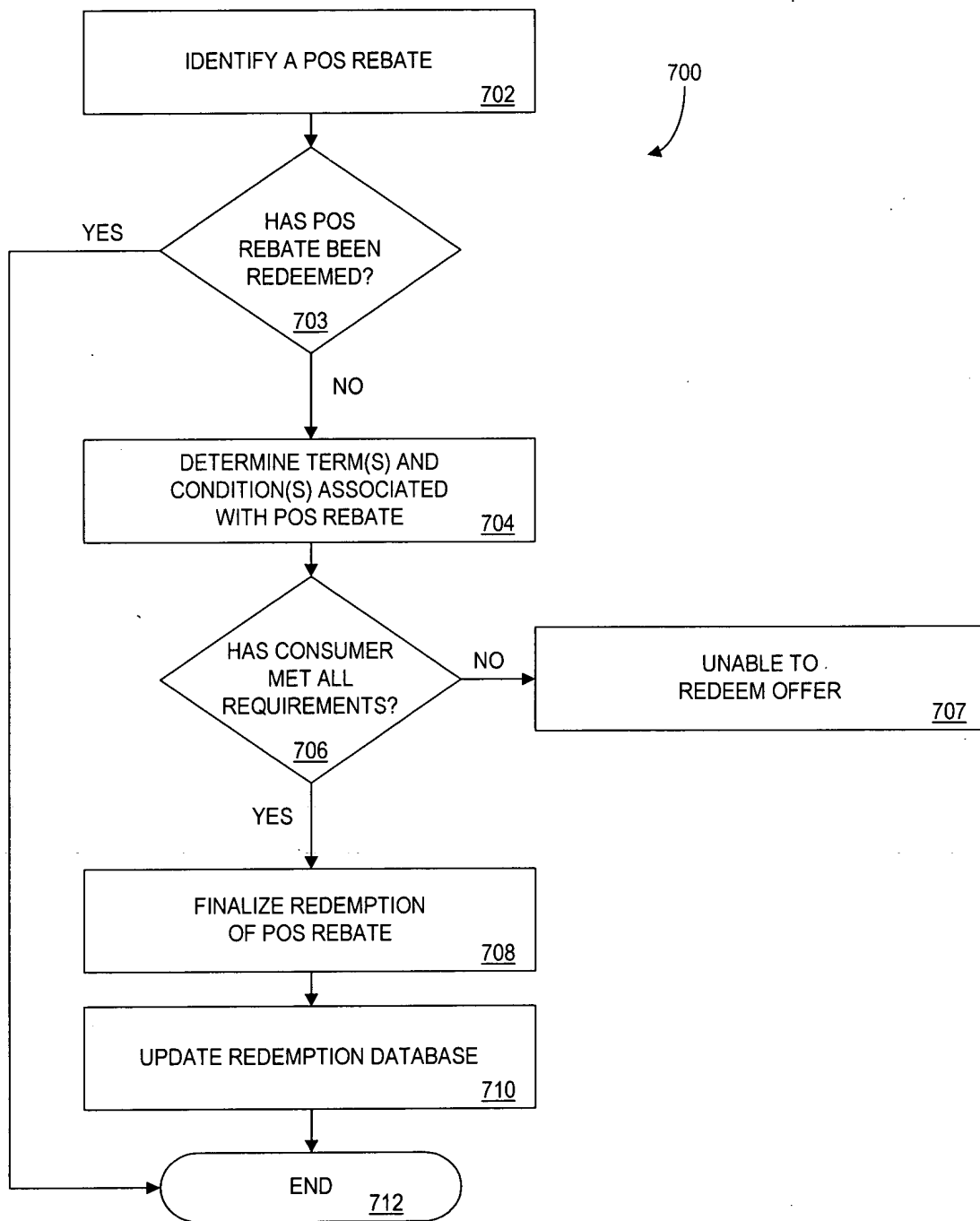


FIG. 7